



# in Western New York Needs You! America Recycles 2007

**A**merica Recycles 2007 is a national campaign geared to increase the purchase of recycled content products and recycling throughout America so that we conserve natural resources for future generations. It strives to make consumers aware of the importance of “buying recycled” and to emphasize the message that you are really not recycling unless you buy recycled products. The theme for the national America Recycles campaign is “*It all Comes Back to You.*” Our local campaign encourages people to make a pledge to support recycling and increase their purchases of recycled content products.

**What do we want you to do?** Help us promote recycling and the purchase of recycled-content products by coordinating a 15-minute recycling activity in as many classrooms as you can. You can do this yourself or ask your ecology class or local scout organization to do it.

**What is the activity?** A five minute presentation followed by 10 minutes for students to fill out a pledge card. Electronic versions of this poster, pledge cards and a **presentation you can use** can be found on the Monroe County web site ([www.monroecounty.gov](http://www.monroecounty.gov)) under *Environmental Services / Solid Waste / Recycling Programs*.

**What's in it for your school?** The schools (individual schools not the district) with the highest percentage/number of students filling out cards can win an ice cream party for the whole school.

**What's in it for the students?** They learn why it's important to support recycling and buy recycled content products. **Their individual pledge cards are also eligible for prizes at local, state and national levels.**

## How does the process work?

1. Make the presentation to as many classrooms as you can.
2. Collect pledge cards for whole school
3. **Mail them by November 10, 2007 to:**

50 West Main Street, Suite 7100  
Rochester, NY 14614  
Attn: Kimie Romeo

**Where can you get further information?** [www.monroecounty.gov](http://www.monroecounty.gov)

**Who can I call if I have questions?**

Kimie Romeo, Monroe County Environmental Educator, 585-753-7646  
*Western New York America Recycles Planning Committee*